

RESPONDING TO CRISIS IN THE LATINO POPULATION WITH AN EQUITY LENS

*Special topic series: Health Equity and Social Solidarity in the Time
of Pandemic: Strategies for COVID-19 Response and Recovery.*

August 13, 2020

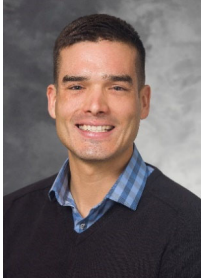
www.countyhealthrankings.org

www.unidosus.org



County Health Rankings & Roadmaps is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute.

YOUR PRESENTERS AND FACILITATORS



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JOIN US FOR MORE DISCUSSION – TODAY!

- ▶ **When:** Immediately following the webinar
- ▶ **What:** Interactive learning experience, opportunity to share ideas and ask questions
- ▶ **How:** Videoconference and/or phone via Zoom
- ▶ **Why:** Deepen the webinar learning, allow further exploration



LEARNING OUTCOMES FOR TODAY



Describe health for Latino communities and SDoH before and during the pandemic



Explore what UnidosUS is doing to respond and support the Latino community during the pandemic



Identify and share how Esperanza Health Centers are addressing COVID-19 response for Latinos in Chicago

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WHAT DO WE MEAN BY HEALTH EQUITY?

Health equity means that everyone has a fair and just opportunity to be healthy.

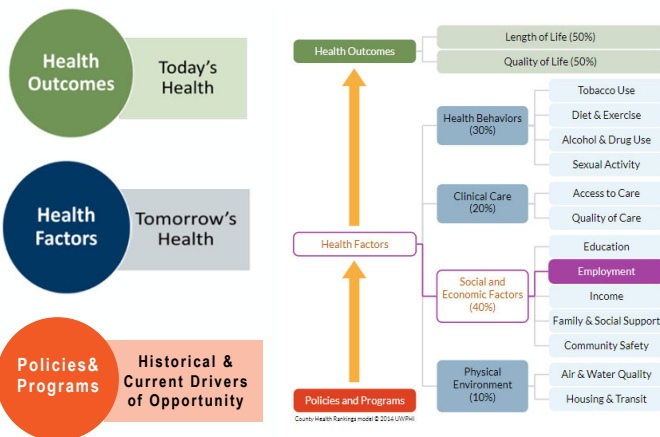
This requires removing obstacles to health such as poverty and discrimination while creating access to good jobs with fair pay, quality education and housing, safe environments, and quality health care.



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THE CHR&R MODEL



Employment

Employment provides income and, often, benefits that can support healthy lifestyle choices. Unemployment and under employment limit these choices, and negatively affect both quality of life and health overall. The economic condition of a community and an individual's level of educational attainment both play important roles in shaping employment opportunities.

[Learn More](#)

Employment Measures

Our Rankings show how healthy a community is as well as indicators for future health. This provides a starting point for action on improving health for all. Dig deeper into the measures below to learn more about our approaches to measuring health.

Unemployment

Percentage of population ages 16 and older unemployed but seeking work. [Learn more >](#)

* Additional Measure (not included in ranks)

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DISAGGREGATED DATA MEASURES

- ▶ Easily accessible disaggregated data found in [underlined measures](#)
- ▶ Table appears with data for American Indian & Alaska Native, Asian, Black, Hispanic and White populations
- ▶ Now available for **over 20** measures in almost all county snapshots (ranked and unranked)

Milwaukee (ME) Show areas to explore Show areas of strength

County Demographics +

	Milwaukee County	Trend	Error Margin	Top U.S. Performers	Wisconsin	Rank (of 72)
Health Outcomes						71
Length of Life						69
Premature death	8,900		8,700-9,100	5,500	6,400	
Years of Potential Life Lost Rate						x
American Indian & Alaska Native	9,400		7,100-12,300			
Asian	4,900		4,100-5,700			
Black	14,700		14,100-15,200			
Hispanic	5,600		5,200-6,100			
White	7,100		6,900-7,400			

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SPECIFIC MEASURES FOR EXPLORING DISPARITIES

We have measures with data that are broken down by race and ethnicity.

Which of these measures are most useful for you?

1. Premature death
2. Low birthweight
3. Infant mortality
4. Child mortality
5. Median household income
6. Children in poverty
7. Teen Births
8. Preventable hospitalizations
9. Diabetes monitoring
10. Mammography screening

Children in poverty 27%

	Value
% Children in Poverty	27%
American Indian & Alaska Native	27%
Asian	32%
Black	45%
Hispanic	33%
White	9%

Print Help Español

Show areas to explore Show areas of strength

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HEALTH AND EQUITY IN TIMES OF PANDEMIC

Pre-pandemic (Prior conditions)

- ▶ What was the level of community interest and investment in health and well-being before pandemic?
- ▶ Was there a focus on promoting health equity?

Pandemic (Crisis response)

- ▶ Do community efforts include coordinated **response** and cross-sector collaboration during pandemic?
- ▶ Do **response** efforts include real-time actions to address health equity?

Post-pandemic (Recovery)

- ▶ Do **recovery** strategies include:
 - comprehensive monitoring and tracking with focus on most vulnerable populations?
 - focus on social and economic conditions and the differential burden placed on communities of color?

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DIFFERENT CONDITIONS FOR LATINOS

Pre-pandemic (Prior conditions)

- ▶ History of systemic inequality for Latinos in areas of employment, housing, education, healthcare and social services
- ▶ Discriminatory policies and practices towards immigrants and their families

Pandemic (Crisis response)

- ▶ Disproportionately affected during pandemic
 - High rates of confirmed cases in Latinos and Latino youth
 - Latinos face challenges in seeking testing due to lack of access to healthcare and fear in the current immigration landscape
 - Potentially high exposure due to employment in essential services

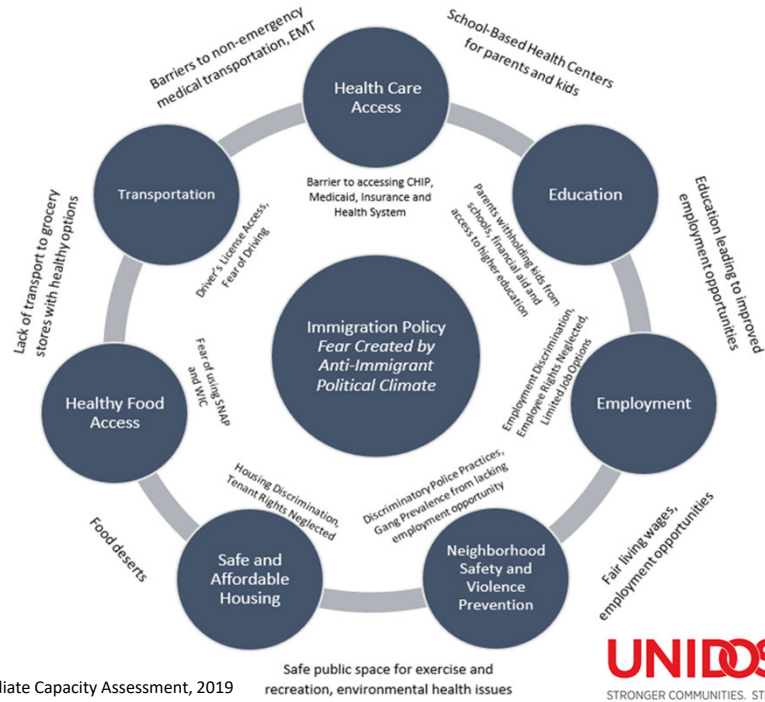
Post-pandemic (Recovery)

- ▶ Will **recovery** strategies include...
 - The same access to social safety net and economic recovery for Latinos?
 - Eliminating barriers to coverage for the uninsured?
 - Removing eligibility restrictions that prevent mixed-status families from accessing resources?

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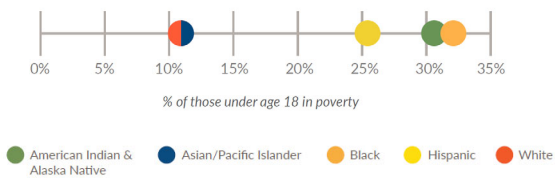
8 Major Social Determinant of Health (SDOH) Concepts and Intersections



PRE-PANDEMIC SOCIAL AND ECONOMIC CONDITIONS

- ▶ Children in Poverty is an upstream measure of poverty that assesses current and future health risk
- ▶ It is the percentage of people under 18 living in poverty
- ▶ In 2018, when looking at Children in Poverty there were stark gaps
 - Latinos, Blacks and Native Americans 2-3x that of whites

Children in Poverty Among Racial and Ethnic Groups, 2018



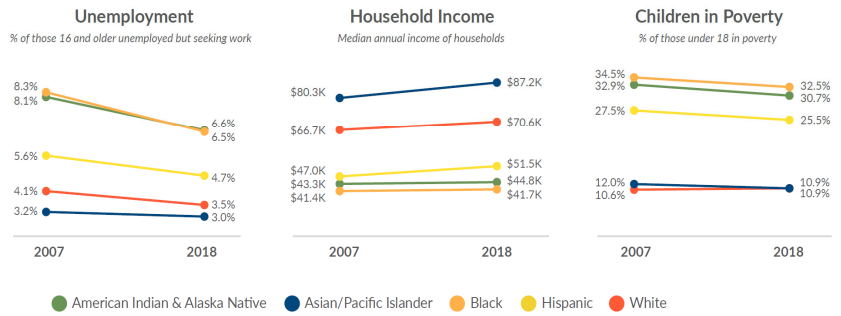
PRE-PANDEMIC SOCIAL AND ECONOMIC CONDITIONS

► Significant racial and ethnic gaps existed prior to COVID-19

► From the Great Recession and up to 2018, conditions *were* improving for Latinos

- Unemployment ↓
- Household income ↑
- Children in Poverty ↓

Racial and Ethnic Gaps in Economic Opportunity*



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DATA DON'T TELL ALL ABOUT DISPARITIES

- CDC began releasing racial/ethnic COVID-19 data on April 17
 - Data show alarming disparities for people of color that are consistent with existing social and economic inequities
- Data never speak for themselves
 - Contexts, comparisons and caveats are needed
- Disaggregated data should include:
 1. Population adjustments
 2. Acknowledgment of social and economic conditions that drive inequities
 3. Transparency about limitations in data and analysis.



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COVID-19 TRUE IMPACT FOR LATINOS

True impact of COVID-19 in Latino communities is most likely underreported in data

- Race and ethnicity information is only available for roughly half of reported cases nationwide
- Fear related to immigration status and lack of access to healthcare services may result in lower rates of testing and treatment for Latinos
- Latinos make up a large share of nation's youth, live in larger family units at home, and they disproportionately make up a larger percentage of positive cases



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UnidosUS COVID-19 Response and Priorities for Supporting Local Latino Communities

Rita Carreón
Deputy Vice President of Health

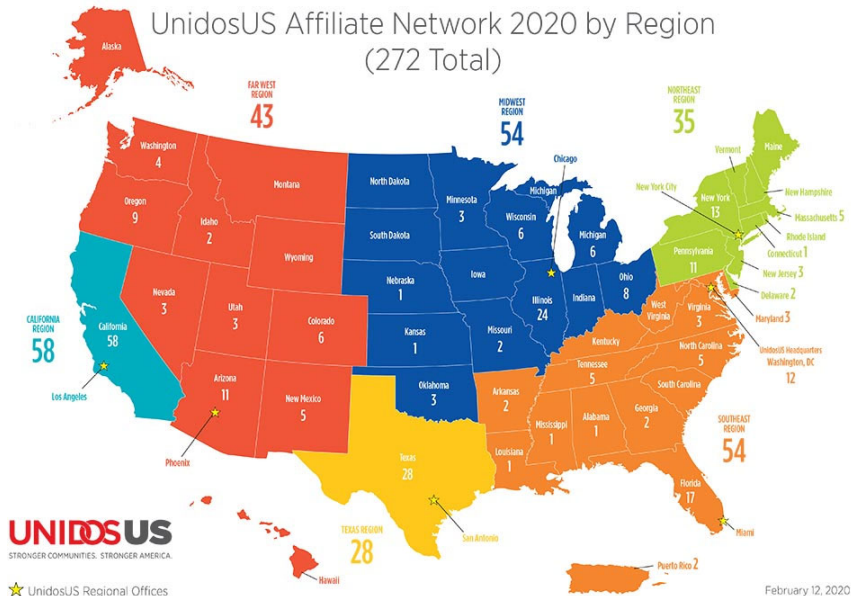
Our Unique Advantage

This is how we advance our mission.



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Our Affiliate Network



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We aim to improve Latinos' well-being and access to timely, equitable, and quality health care by:

- Building healthy, equitable and resilient communities
- Addressing social determinants of health
- Cultivating leaders in health



UnidosUS COVID-19 Response: Esperanza/Hope Fund

1. Lead a Public Health Response and Recovery for Latinos

- Be the “go-to” source of information for the Latino community.
 - Curate, produce and disseminate language and culturally-relevant messaging to segments of Latinos missed by the mainstream.
 - Amplify via digital + social media education and communications, including tele town hall and webinar series.
- Call for collection, analysis, and reporting of COVID-19 data by race/ethnicity and other metrics to address disparities and promote racial equity.
- Ensure access to critical health care and nutrition programs (e.g., Medicaid, CHIP, SNAP) by investing in public health, health care and social infrastructure.

2. Strengthen the Resilience of Affiliates to Navigate this New Environment

- Provide short-term emergency operating funding to Affiliates.
- Identify and address critical and urgent needs of Affiliate partners including:
 - Small, unrestricted grants for immediate and basic client needs (food, rent, etc.).
 - Hardware, software licenses, and other tech tools to facilitate services to the community.
- Support Affiliate access to public and private resources
- Enhance Affiliate access to UnidosUS's remote/online technical assistance.
- Leverage Raza Development Fund to enhance support to Affiliates.

3. Lead National Advocacy Responses for Latino Community

- Lead Latino-focused efforts on shaping and implementing relief legislation (CARES Act and beyond).
- Mobilize our community and allies around specific calls to action.

Marcomm, Affiliate Engagement and Resource Development integral to advancing all three pillars

UnidosUS Health Affiliates

- Our network of affiliates has stepped up for their communities to assist community members with:
 - COVID-19 testing and information
 - Food delivery and distribution
 - Nutrition education using digital platforms
 - SNAP information and enrollment assistance
 - Aid with completing rental assistance and unemployment forms
 - Books and often technology to assist children's learning outside the classroom



Community Challenges amid COVID-19

- UnidosUS conducted a series of listening sessions and surveys to assess immediate needs from our affiliate network. We heard:
 - Challenges in delivering services while keep employees safe
 - Inadequate infrastructure to work remotely
 - Lack of information for Spanish-speaking, low-income, and undocumented individuals
 - Exclusion from stimulus packages and other relief efforts
 - Need of race and ethnicity COVID-19 data



Intersection of COVID-19 and SDOH Impacting Latinos

COVID-19 Disparities	Unemployment Rates Skyrocketing	Overrepresentation of Essential Occupations
Inability to Work Remotely	Lack of Access to Economic Stimulus	Food Insecurity
Crowded Housing Environment	Greater Impact in Mental Health	Digital Divide



Impact to Date of Esperanza/Hope Fund (March-May)



Latino Voice and Credibility

Educated over 8K+ people, across multiple social channels with Covid prevention, care and resource messages.

Partnered with influential leaders to convey messages: Dr. Richard E. Besser, President and CEO of the Robert Wood Johnson Foundation, and Representative Ayanna Pressley (MA-07).

Over a three-month period, UnidosUS secured 516 media placements specifically related to COVID-19, nearly twice our quarterly average.

Elevated unequal impact of racial disparities and importance of disaggregated race/ethnicity data collection.



Community Support for Response and Recovery

30 Affiliates in 14 states and Puerto Rico were able to provide immediate services to Latino families, including food drives, supermarket cards, housing support, testing sites, hotlines, and more



Additional Investments in Affiliates

Leveraged over \$900K in additional funding for Affiliates from CBA partners and other sources.



Access to Relief

Secured key provisions in CARES Act:

\$750M for Head Start, a program with 37% of enrollees identifying as Latino.

\$8.8B to ensure children receive meals while school not in session; \$15.81B additional funding for SNAP and \$450M for Emergency Food Assistance Program. 1 in 5 Latino households are food insecure and Latinos comprise at least 17% of SNAP participants.

Coverage related to COVID-19 care and funding for community health centers.

Funds for small businesses and nonprofits. (Latinos are the fastest-growing segment of small business owners in the nation).

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Latino voters want leaders who value diversity and bring people together.

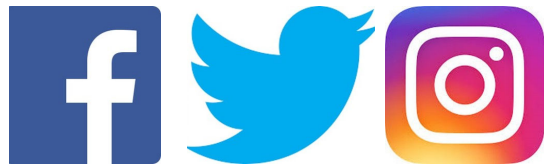
Are you registered?

Become a voter here:
AdelanteUnidos.com

¡ADELANTE!
MOVING US FORWARD

Connect With Us

Tag us and follow us on social media:



@WeAreUnidosUS

www.unidosus.org

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COVID19

8/13/2020



Who we are

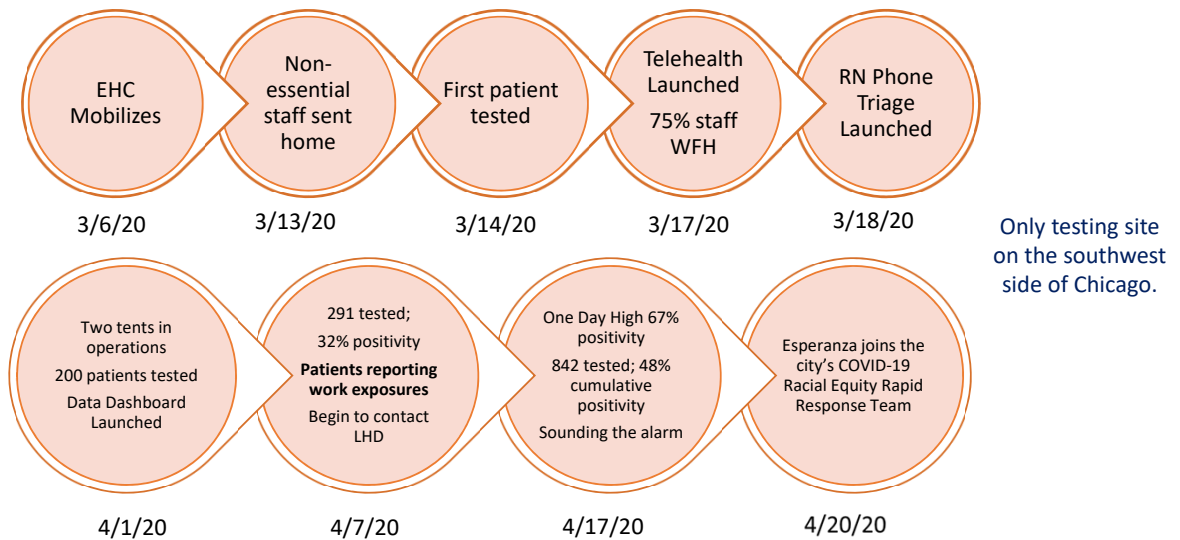
Our Mission: To deliver health and hope for Chicago's underserved communities

Our Values: Caring, Quality, Family



- Federally Qualified Health Center (FQHC)
- Serve primarily low income & Latino population
- 4 locations; 35K patients served a year; +100K encounters
- Adults, Pediatrics, Women's Health, Behavioral Health & Psychiatry
- ~ 200 FTE. All clinical staff are bilingual, most bicultural.
- Most hourly/front line staff are from areas served
- 20M Annual Budget
- Numerous National Quality Leader Awards from Health Resources and Services Administration
- UnidosUS Affiliate

March & April 2020



August 2020

ESPERANZA health centers COVID-19 Dashboard

Last Updated: 8/10/2020 9:00 am

Filter by Zip Code (Top 5)

All

Cumulative Totals (3/13/2020 - today)

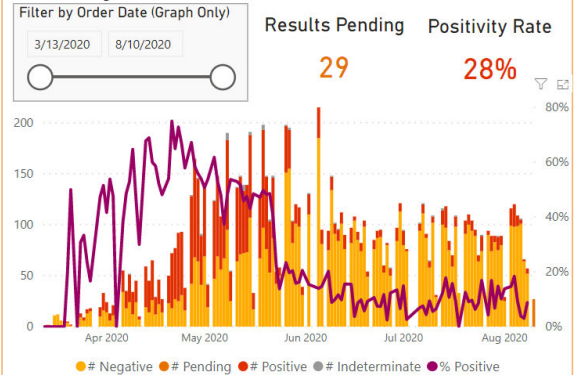
Patients Tested	Confirmed Cases	Employee Cases	Positive Patients Tested Elsewhere
9141	2763	Posit... 11 Negative 75	462

Weekly Totals (Last 7 Days)

Patients Tested	Confirmed Cases	Positivity Rate	Avg Turnaround Time
485	43	9% <small>(Does not include pending tests)</small>	2.1 Days

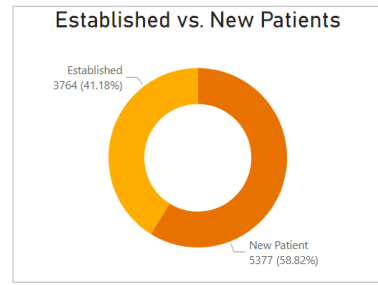
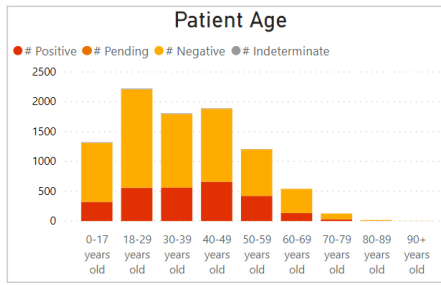
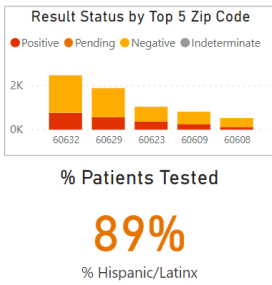
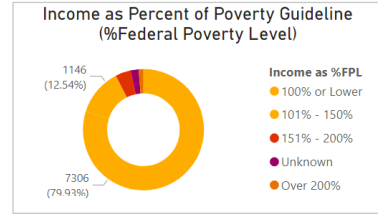
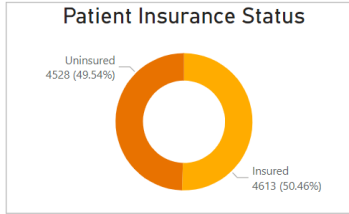
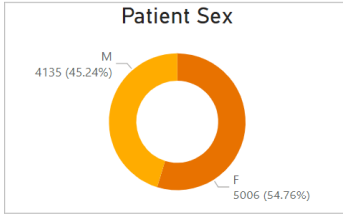
Outcomes are tracked for patients who tested positive for COVID-19. The Mortality Rate is the total number of deceased patients divided by the total patient population. This rate includes deaths unrelated to COVID-19.

Positivity Rate & Order Statuses Over Time



Filter by Zip Code (top 5)

All



Successes



- Tested +9K patients
- Triage patients away from hospitals
- Provided wrap around COVID-19 services: letters to work, bilingual education and linkage to resources.
- Increased patient access through telehealth transformation- 130% of budgeted encounters. Significant decrease in no show rate
- Keep patients and team safe with remote work flexibility
- Brought on board 10 new medical providers since March
- Rethinking how to support communities we serve
- 30 pieces of media reaching city, state & national audiences
- Made our voices heard to policy makers
- Date transparency



Challenges

- Healthcare inequities for our Latino patients amplified
- Rapid transformation may be overwhelming to clinical staff & patients
- Staff fatigue from being in emergency response mode
- Ensuring patients do not fall behind with preventative care
- Planning to have enough PPE on site to keep everyone safe
- Economic downturn coming
- Vaccine and vaccine trial fears
- Slow launch of contact tracing
- Digital divide

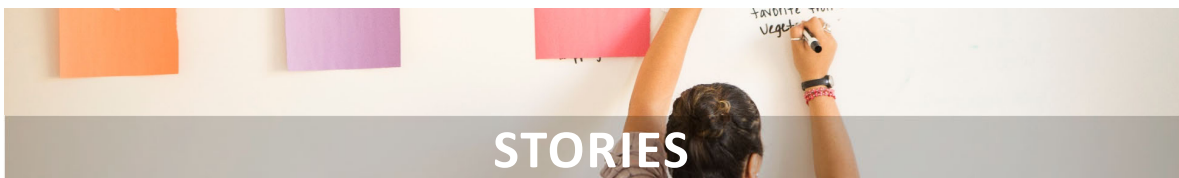


Thank you!

www.esperanzachicago.org/page/front-lines



CONNECT WITH CHR&R RESOURCES



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WHO TO WORK WITH: PARTNER CENTER

What roles do you play in your community?
Who do you want to partner with?

Think about the people in your community who make positive changes happen. Call them leaders, changemakers, or stakeholders - these are the people with whom you want to partner. This section is all about joining with others to make lasting change in your community.

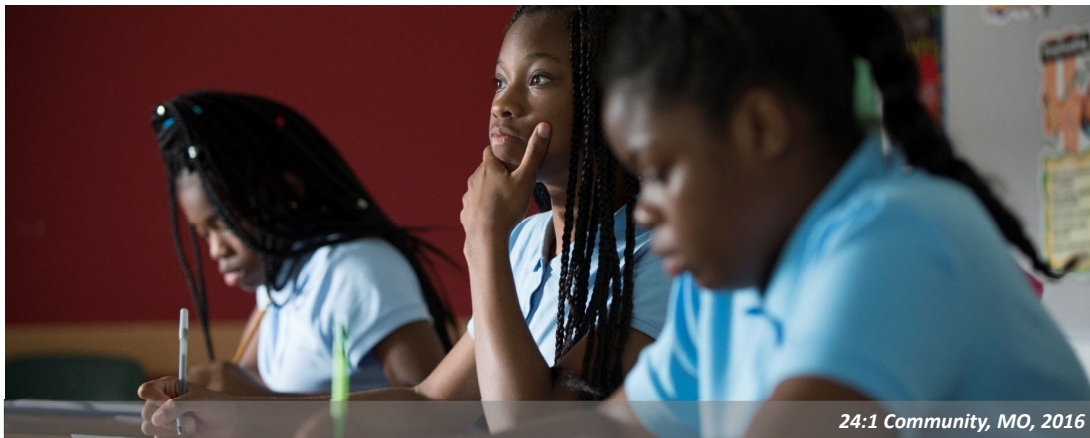


► Provides guidance around:

- Why different sectors might care about creating healthy communities
- What they can do
- How to engage them

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24:1 Community, MO, 2016

WE WANT TO HEAR FROM YOU!

Click the link to answer a few questions about today's webinar

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QUESTIONS?



Kansas City, MO

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Webinar Discussion Group

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THANK YOU!



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